REMARKS

Please reconsider the application in view of the following remarks.

Status of Claims

Claims 1-6 are pending in the present application and have been rejected. No new matter has been entered.

As to the Merits:

As to the merits of this case, the Examiner sets forth the following rejections:

Claims 1 and 2 were rejected under 35 U.S.C. §102(e) as being anticipated by **Bae et al.** (2004100550011A1).

Claim 3 was rejected under 35 U.S.C. 103(a) as being unpatentable over **Bae et al.** (200410055011 A1) in view of **Ogoro** (6,891,525).

Claims 4-6 were rejected under 35 U.S.C. 103(a) as being unpatentable over **Bae et al.** (200410055011Al) in view of **Finke-Anlauff** (5,479,476).

Applicants respectfully traverse each of the rejections.

Independent claims 1 and 4

Claim 1 is directed to ... *a controller for reading out, in the television broadcast viewing mode, the setting information on the image in the television broadcast viewing mode from the memory so that a setting of a display device is made, and for reading out, in the telephone mode,*

the setting information on the image in the telephone mode from the memory so that a setting of the display device is made.

Claim 4 is directed to ... *a controller for reading out, in the television broadcast viewing mode, the setting information on the sound in the television broadcast viewing mode from the memory so that a setting of a sound output portion is made, and for reading out, in the telephone mode, the setting information on the sound in the telephone mode from the memory so that a setting of the sound output portion is made.*

For example, as noted in at least paragraph [0025] and [0027] of the present specification, "[...] When the display device 6 and the speaker unit 7 are initialized, the baseband chip 3 performs the **settings of the driver of the display device 6 and the speaker unit 7** based on the related information, which is read out from the memory 9, on the image/sound in **the telephone mode**. The driver performs a setting for **brightness (supplied power) of the backlight based on the screen luminance information**, etc., for example, and the speaker unit 7 performs **an amplification factor** setting. [...] the baseband chip 3 reads out from the memory 9 the related information on the image/sound **in the television-viewing mode** and applies the related information to the application processor 5. The application processor 5 writes the related information into the memory 10 (DRAM), and **performs the settings for the driver of the display device 6 and the speaker unit 7** based on the related information. The above driver performs the setting **for brightness (supplied power) of the backlight, for example, based on**

the screen luminance information, which is the related information, and the speaker unit 7

performs the **amplification factor setting**. [...]" (emphasis added).

On page 2, item 2 of the Office Action, the Examiner contends that "Bae discloses a

controller for reading out the setting information in response to a selected mode (note paragraph

0049). Applicants respectfully submit that this is a misinterpretation of Bae.

Bae explicitly discloses the following in paragraphs [0049]-[0050], the relevant portions

of which are set forth below:

> "**A memory controller 123** functions to control access to the
> memories 131, 133 and 135 under the control of the control unit 10. The
> memory controller 123 **controls the memories 131, 133 and 135
> separately according to the television mode and the OSD mode** [on
> screen display (OSD) such as text message etc.] of the device.
>
> In the television mode, the memory controller 123 **stores user data**
> from the control unit 10 in **the first memory 131**. The memory controller
> 123 also **stores video data** of the current frame from the scaler 113 in **the
> second memory 133 (or the third memory 135)** and outputs video data of
> the previous frame stored in the third memory 135 (or the second memory
> 133). **The memory controller 123 stores/outputs television RGB video
> data in/from the memories 133 and 135 on a frame basis.** ... The
> memory controller 123 **outputs frame video data to the display unit 80** in
> a frame period (vertical synchronous signal period) and **user data stored in
> the memory 131 to the display unit 80** in an idle period before the start of
> the next frame, respectively. ....
>
> In the OSD mode, the memory controller 123 **accesses user data
> in the memories 131 and 133 and wall paper data in the memory 135,**

respectively. At this time, both of the memories 131 and 133 need not be used, and only one thereof may be set and used."

First, Applicants respectfully point out that "the user data", in Bae, refers to data such as a current time, a battery level indicator, a reception sensitivity, etc. The user data also includes data regarding a changed state of the television mode, i.e., when the communication mode is performed in the television mode, the video processing unit 70 outputs television video data, and user data associated with the communication mode from the control unit 10. When the communication mode is performed in the OSD mode, the video processing unit 70 blocks television video data and displays data associated with the communication mode from the control unit 10. The communication mode associated data may be, for example, text message or subscriber information. *See paragraph [0032] of Bae.*

Second, Applicants respectfully point out that "the RGB video data" are components of a video signal that output red (R), green (G) and blue(B) color signals that can be added together in various ways to reproduce a broad array of colors. *See paragraph [0031] of Bae.*

In other words, neither the user data nor the RGB video data stored in the memories and read out by the control unit, as disclosed in Bae, either in the television mode or in the OSD mode can be considered as setting data that set the brightness of the backlight or the amplification of the speaker unit. Contrariwise, it appears that, in Bae, the setting of a display and speaker is unaffected regardless of the mode (television, OSD) of the device. In other words,

the control unit of Bae would output to a pre-set setting of the display and the amplifier and it would be up to the user to manually change the setting for display and amplification if he/she is not satisfied with the pre-set settings.

Because Bae does not disclose at least *a controller for reading out, in the television broadcast viewing mode, the setting information on the image in the television broadcast viewing mode from the memory so that a setting of a display device is made, and for reading out, in the telephone mode, the setting information on the image in the telephone mode from the memory so that a setting of the display device is made* recited in claim 1, Applicants respectfully submit that Bae does not anticipate nor render obvious claims 1-3 and, accordingly, request that the rejection under 35 U.S.C. 102 and 103 be withdrawn.

Also, because the proposed combination of Bae and Finke-Anlauff does not teach or suggest at least *a controller for reading out, in the television broadcast viewing mode, the setting information on the sound in the television broadcast viewing mode from the memory so that a setting of a sound output portion is made, and for reading out, in the telephone mode, the setting information on the sound in the telephone mode from the memory so that a setting of the sound output portion is made* in claim 4, Applicants submit that claims 4-6 would not have been obvious over these references and, accordingly, request that the rejection under 35 U.S.C. 103 be withdrawn.
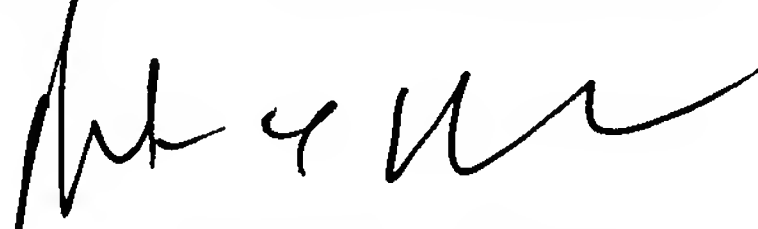
The Claims have been shown to be allowable over the prior art. Applicants believe that this paper is responsive to each and every ground of rejection cited in the Office Action dated October 10, 2008, and respectfully request favorable action in this application. The Examiner is invited to telephone the undersigned, applicants' attorney of record, to facilitate advancement of the present application.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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